

**EXAMINER'S AMENDMENT**

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

The application has been amended as follows:

30. (Currently Amended) A method for providing transmission of a selected media program to a plurality of wireless handsets deployed in a wireless network having at least one cell site coverage area associated therewith, the method comprising:

receiving a first request to receive a selected media program from a first wireless handset in a first cell site coverage area, the request corresponding to a selection from a list of available media programs presented to a subscriber on a display of the wireless handset;

establishing a wireless channel upon which to broadcast the selected media program in the cell site coverage area;

broadcasting the selected media program to the first wireless handset over the wireless channel as a one-way phone call having no return audio-path, wherein, if it is determined that the first wireless handset can receive only a portion of the media program, broadcasting the selected media program comprises transmitting only the portion of the media program that the first wireless handset can receive;

establishing a return data-command path over the wireless channel adapted to receive a media selection or a phone call from the first wireless handset;

receiving a second request to receive the selected media program from a second wireless handset;

determining whether the second wireless handset is located within the first cell site coverage area; and

transmitting the selected media program to the second wireless handset, based on a determination of whether the second wireless handset is located within the first cell site ~~site~~ coverage area.

40. (Currently Amended) A system for providing transmission of a selected media program to a plurality of wireless handsets deployed in a wireless network having at least one cell site coverage area associated therewith, the system comprising:

a source provider configured to receive a transmission of a media program from at least one media program provider, the source provider being further operative to broadcast the selected media program to a first wireless handset in a first cell site coverage area, via a wireless channel; and

a wireless network configured to broadcast the selected media program from the source provider to the first wireless handset;

wherein the source provider is further configured to:

in response to a request for a requested media program, the request corresponding to a selection from a list of available media programs presented to a subscriber on a display of the handset, establish a wireless channel upon which to broadcast the requested media program in the cell site coverage area;

broadcast the requested media program to the wireless handset over the wireless channel as a one-way phone call having no return audio-path, wherein, if it is determined that the first wireless handset can receive only a portion of the media program, broadcasting the selected media program comprises transmitting only the portion of the media program that the first wireless handset can receive;

establish a return data-command path over the wireless channel adapted to receive a media selection or a phone call from the wireless handset;

receive a second request to receive the selected media program from a second wireless handset;

determine whether the second wireless handset is located within the first cell site coverage area; and

transmit the selected media program to the second wireless handset based on a determination of whether the second wireless handset is located within the first cell site site-coverage area.

#### **Reasons for Allowance**

Claims 1-29, 35-39 and 41-43 have been canceled.

Claims 30-34, 40, 44-51 are allowed.

Applicant's invention of claims 30 and 40 is drawn to a method/system for providing transmission of a selected media program to a plurality of wireless handsets deployed in a wireless network having at least one cell site coverage area associated therewith, comprising: receiving a first request to receive a selected media program

from a first wireless handset in a first cell site coverage area, the request corresponding to a selection from a list of available media programs presented to a subscriber on a display of the wireless handset; establishing a wireless channel upon which to broadcast the selected media program in the cell site coverage area; broadcasting the selected media program to the first wireless handset over the wireless channel as a one-way phone call having no return audio-path, wherein, if it is determined that the first wireless handset can receive only a portion of the media program, broadcasting the selected media program comprises transmitting only the portion of the media program that the first wireless handset can receive; establishing a return data-command path over the wireless channel adapted to receive a media selection or a phone call from the first wireless handset; receiving a second request to receive the selected media program from a second wireless handset; determining whether the second wireless handset is located within the first cell site coverage area; and transmitting the selected media program to the second wireless handset, based on a determination of whether the second wireless handset is located within the first cell site coverage area.

The prior art of record does not teach specifically receiving a first request to receive a selected media program from a first wireless handset in a first cell site coverage area, the request corresponding to a selection from a list of available media programs presented to a subscriber on a display of the wireless handset; establishing a wireless channel upon which to broadcast the selected media program in the cell site coverage area; broadcasting the selected media program to the first wireless handset over the wireless channel as a one-way phone call having no return audio-path,

wherein, if it is determined that the first wireless handset can receive only a portion of the media program, broadcasting the selected media program comprises transmitting only the portion of the media program that the first wireless handset can receive; establishing a return data-command path over the wireless channel adapted to receive a media selection or a phone call from the first wireless handset; receiving a second request to receive the selected media program from a second wireless handset; determining whether the second wireless handset is located within the first cell site coverage area; and transmitting the selected media program to the second wireless handset, based on a determination of whether the second wireless handset is located within the first cell site coverage area.

As a result, applicant's claims 30-34, 40 and 44-51 comprise a particular combination of elements, which is neither taught nor suggested by the prior art.

Accordingly, the applicant's invention is allowable for these reasons.

***Conclusion***

Any response to this Office Action should be faxed to (571)-273-5515 or mailed to

Commissioner for Patents

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Alexandria, VA 22313-1450

Hand-delivered responses should be brought to  
Customer Service Window

Randolph Building  
401 Dulany Street  
Alexandria, VA 22314

Any inquiry concerning this communication or earlier communications from the examiner should be directed to MUTHUSWAMY MANOHARAN whose telephone number is (571)272-5515. The examiner can normally be reached on 6:30am-2:30pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, George Eng can be reached on 571-272-7495. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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